

**SURREY COUNTY COUNCIL**

**LOCAL COMMITTEE (RUNNYMEDE)**

**DATE:** 1 July 2013

**LEAD OFFICER:** RHIAN BOAST – PROGRAMME MANAGER LEGACY AND MAGNA CARTA

**SUBJECT:** MAGNA CARTA 2015

**DIVISION:** EGHAM/ENGLEFIELD GREEN



<p><b><u>SUMMARY OF ISSUE:</u></b></p> <p>The sealing of the Magna Carta in Runnymede is a major part of Surrey's heritage and cultural identity, and the 800th anniversary (15 June 2015) will be an occasion of national and international prominence and significance. The site witnessed the sealing of the Magna Carta which established the Rule of Law and Human Rights and effectively challenged for the first time the divine right of Kings. The County Council is providing strategic leadership to ensure that the focus of this celebration is Runnymede and, working with partner organisations and stakeholders from across the County, we want to ensure that the 800th anniversary raises the profile of the area, attracts inward investment and ensures that this important historic event is fully promoted and celebrated - for the benefit of residents and visitors now, and in the future.</p>
<p><b><u>RECOMMENDATIONS:</u></b></p> <p>The Local Committee (Runnymede) is asked for comments on the proposals which will inform the report which will be presented to Surrey County Council Cabinet on 23 July 2013.</p>
<p><b><u>REASONS FOR RECOMMENDATIONS:</u></b></p> <p>The aim of these recommendations is to celebrate our heritage, raise the profile of the area, increase economic growth and enhance existing facilities to encourage healthier lifestyles.</p>
<p><b><u>INTRODUCTION AND BACKGROUND:</u></b></p> <p>1 In October 2012, Cabinet approved in principle a £5m contribution to the funding for a new visitor centre, with £3m of additional match funding to be raised externally, subject to appropriate project governance and management being put in place. The Communities Select Committee subsequently considered the matter and key stakeholders raised a number of objections to the proposals. In December 2012, SCC withdrew its financial support for the visitor centre but requested that officers develop a masterplan for the site together with proposals for the 800<sup>th</sup> celebrations.</p>

- 2 Surrey County Council has been working closely with officers from Runnymede Borough Council, National Trust, and Royal Holloway University of London and Brunel University to develop these plans. At a national level, all partners are represented on the Magna Carta 800<sup>th</sup> Committee. This ensures there is coordination with national plans for celebrating the 800<sup>th</sup> anniversary. Fully developed plans will be submitted to Surrey County Council's Cabinet on the 23 July 2013.

#### **ANALYSIS:**

- 3 Surrey County Council is supporting this scheme because of the tremendous importance of Magna Carta in terms of heritage education, economic development, tourism and civic pride in our county. Through the events in 2015 and an enhanced visitor offer, the profile of Surrey will be enhanced both nationally and internationally which will benefit the area in both the short and longer term. This report covers:-
- (i) The legacy – this concentrates on improving the visitor experience at this historically important site in Runnymede, with improved connectivity with neighbouring towns and villages. One of the key ambitions for the 2015 anniversary (at both local and national level) is to provide improved visitor facilities and interpretation arrangements with minimal impact on the natural environment
  - (ii) Celebration events – creating an event programme that will raise the profile of the area, bring the community together to participate in a variety of cultural, healthy and educational pursuits, and provide an international celebration worthy of the occasion.

#### **THE PROPOSALS:**

##### **The Legacy**

- 4 The vision for the legacy is based on a regional park concept to create a culturally branded destination and tourism identity for the Runnymede area - with the aim to increase economic benefit to the vicinity through increased visitor numbers and promote awareness of the national and international historic significance of the location – its heritage, countryside, wildlife, landscape conservation and bio-diversity of the area. This will be achieved by raising the profile of Runnymede and its environs. Historic Egham will be promoted as the “gateway” to “Magna Carta Country” – thereby generating an economic dynamic to support the growth/regeneration of the rural area and associated towns.
- 5 The area will embrace the site of the sealing of the Magna Carta, Runnymede Pleasure Ground (subject to trustees' agreement), the ancient historic Meadows/NT Runnymede estate, Wraysbury, Ankerwycke, the Magna Carta and Kennedy memorials – as well as including the RAF Memorial (Commonwealth War Graves Memorial) and its adjacent woodland setting. The diverse habitats at Runnymede are rich in flora and fauna and represent a distinctive landscape area to be promoted for conservation and access. The Langham Pond area of the National Trust estate is a designated Site of Special Scientific Interest and therefore protected under legislation. Key to the concept would be the promotion of access to the wider adjacent

countryside and landscape for leisure and recreation purposes – land-based on the southern stretch and water- based activities on the northern section of the park.

- 6 The plan to improve the visitor offer includes:-
- (i) Improving/enhancing visitor facilities utilising existing buildings eg toilets/cafe/educational facilities.
  - (ii) Improved interpretation through digital smartphone technology which will be developed with Royal Holloway expertise.
  - (iii) Creating the economic dynamic to support the growth and regeneration of Egham and surrounding areas which will inform the Egham and Royal Holloway University of London (RHUL) masterplans. These masterplans are in development and will create an additional inward investment into the area and provide a significant revitalisation/improvement to the town centre and local economy.
  - (iv) Promoting awareness and understanding of the national and international historic significance of Runnymede and the surrounding area.
  - (v) Improving access to, movement around and understanding of the area's heritage, countryside, wildlife and biodiversity. This will include improvements to the Thames Path, walking and cycling trails around the area, reducing the impact of the A308 (speed limits and safe crossing points) and improved opportunities for boat trips along the river.
  - (vi) Providing a lasting legacy of the sealing of the Magna Carta through a nationally funded and designed memorial.

Chris Blandford Associates are developing the heritage/ecology/planning, interpretation, public art and transport plans. Recent work of theirs includes the masterplanning for Stonehenge, Kew Gardens, the National Wetland Centre for Wales, and Avebury World Heritage site. Their concept ideas will be shared at the Committee.

### **Celebration Events**

- 7 The overarching plan will comprise proposals for awareness raising events in 2014 and early 2015, major celebratory events on the weekend of the 800<sup>th</sup> anniversary and activities on the site during the summer months/school holidays.
- 8 Expert consultants who were senior advisors for the Cultural Olympiad have been advising the Council on the events programme. A range of events are being proposed providing a cross section of ideas to cover a range of budgets. Each proposal will be assessed on the basis of relevance to the Magna Carta, the ability to attract national and international media attention, political and public profile, audience and community engagement, the ability to create international links, cost, practicality and risk. Detailed proposals will be tabled at the Committee meeting on the 1 July.

**CONSULTATIONS:**

- 9` A meeting of all key local stakeholders was held on 4 March at Egham library. Initial thoughts on the vision were presented and views sought on issues that needed to be addressed. A copy of the key findings from this event is attached as Annex A. This feedback informed the questionnaire which was available in online and paper format. The consultation has been widely advertised through key stakeholders, local newsletters, newspaper adverts, physical copies of the questionnaire have been available at public buildings, social media has been used by partners to encourage participation and all SCC Runnymede Members have been informed.
- 10 Face to face public consultation has taken place on the following occasions where residents and businesses were asked to complete questionnaires:-

<b>Date</b>	<b>Group Consulted</b>	<b>Location</b>
4 <sup>th</sup> March	Stakeholders (Appendix 1)	Egham
27 <sup>th</sup> May	National Trust Visitors	Runnymede Meadows
29 <sup>th</sup> May	General Public	Egham High Street
11 <sup>th</sup> June	Wraysbury Skiff and Punting Club Members	Egham
11 <sup>th</sup> June	Egham Residents Association	Egham
15 <sup>th</sup> June	General Public	Magna Carta Day
20 <sup>th</sup> June	Local Chamber of Commerce	Egham
22 <sup>nd</sup> June	General public at Englefield Green Village Fair	Englefield Green
24 <sup>th</sup> June	Local museums	Runnymede
29 <sup>th</sup> June	Carnival	Virginia Water

- 11 An up to date evaluation report will be tabled at the Committee, taking into account the views expressed through online and face to face feedback.

**FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:**

- 12 The financial implications are currently being developed and will be shared at the Local Committee.

**EQUALITIES AND DIVERSITY IMPLICATIONS:**

13. The site has very limited accessibility and the proposals will aim to improve this for visitors and residents.

**LOCALISM:**

- 14 Looking at the statistics for Runnymede as a whole, they have a higher percentage of residents than average who are obese – in both the children and adults categories and a higher than SE average for babies born with low birth weights. Where statistics are broken down to ward level, Englefield

Green West and Egham Hythe frequently score badly on many indicators - Childhood poverty, households in receipt of income support or job seekers allowance, unemployment, and the % of the workforce in the lowest levels of employment when compared to the average for the South East. Additionally the average life expectancy for males in Egham Hythe is over 5 years less than the average for Surrey. The proposals in this report to provide inward economic investment and provide better, but free, healthy activities can contribute to the economic health and well-being of the residents in the area. A table of the statistics for the area are shown in the table below:-

Statistics	Egham/Egham Hythe	Englefield Green	Comparators
% of households in receipt of Income support	11% in Egham Hythe	10% in West	9.5% in SE
% of workforce in lowest levels of employment	17.7% in Egham Hythe	19.1% in West	14.7% in SE (18.1% national)
% in low income families	11% in Egham Hythe	10% in West	9.5% in SE
% Unemployed		7% in East 4.3% in West	5.9% in SE (7.7% national)
Male life expectancy	74.4 in Egham Hythe		77.7 national (79.9 Surrey)
NEETS	4.3% in Egham Hythe	3% in West	5.6% in SE
% of CYP in poverty	17.6% in Egham Hythe	21.4% in West	14.5% in SE
Smoking rate	32% in Egham Hythe, 27% in Egham	32% in West	

\*Statistics as at 11/04/2012 (expires 11/04/2014)

## **8. OTHER IMPLICATIONS:**

Area assessed:	Direct Implications:
Crime and Disorder	No significant implications arising from this report
Sustainability (including Climate Change and Carbon Emissions)	Set out below.
Corporate Parenting/Looked After Children	No significant implications arising from this report
Safeguarding responsibilities for vulnerable children and adults	No significant implications arising from this report
Public Health	Set out below.

### 8.1 Sustainability implications

Legacy work that will enhance local natural landscapes will be carried out using sensitive techniques that will ensure protection of the local environment and ecology.

### 8.2 Public Health implications

By increasing the opportunities for physical activity in the area, through improved walking and cycling trails, there will be a positive impact on the health and wellbeing of visitors.

## **9. CONCLUSION AND RECOMMENDATIONS:**

9.1 The Local Committee (Runnymede) is asked for comments on the proposals which will inform the report to be presented to Surrey County Council Cabinet on 23 July 2013.

## **10. WHAT HAPPENS NEXT:**

10.1 The views of the Local Committee will be fully considered and will help inform the Cabinet report that will be presented on 23 July 2013. If recommendations are accepted by Cabinet, partners will commence work to deliver the legacy and events programme.

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### **Contact Officer:**

Rhian Boast: Programme Lead for Magna Carta, 07968474649

### **Consulted:**

<b>Elected Representatives</b>
County and Borough Councillors
<b>Environmental:</b>
CPRE Runnymede
Open Spaces Society
Natural England
Environment Agency
<b>Cultural:</b>
800 Committee
Egham Museum
Chertsey Museum
Magna Carta Action Community Group
Runnymede Arts
Thames Alive
Chertsey Society

<b>Business</b>
Egham Chamber of Commerce
Runnymede Business Network
Runnymede Hotel
Chelgate
French Bros
<b>Land holders:</b>
American Bar Association JFK Memorial
RAF Memorial
Magna Carta Memorial
Wraysbury Skiff and Punting Club
<b>Tourism:</b>
Windsor and Maidenhead
<u>Culture Department RBWM</u>
Visit Surrey
<b>Public Authorities:</b>
Surrey County Council
Runnymede BC
Wraysbury Parish Council
Royal Borough Windsor & Maidenhead
Local MP
<b>Education:</b>
Magna Carta School
Runnymede School Confederation
Strodes College

**Annexes:**

Annex A – Stakeholder Event Meeting 4 March 2013 - Consultees and concepts.

**Sources/background papers:**

## Annex A

### Stakeholder Event, Egham Library 4 March 2013

#### 1. Tourism

The concept of “Magna Carta Country” was popular. For the concept to work better, the following ideas were suggested:

##### i) Better connectivity

- There need to be better connections between the points of interest across the whole site, with improved links between Englefield Green, Coopers Hill and Egham.
- There should be better river links, connecting the site with Ankerwycke, Windsor and Hampton Court. This could be joined into a more marketable package.
- Create circular routes that are managed
- Use footpaths and cycle paths to connect the area, and potentially reduce road congestion.

##### ii) Visitor centre

The following locations were suggested:

- National Trust Lutyens Lodges
- Runnymede Pleasure Ground
- Brunel University boathouse
- Egham
- On a boat moored on the river

##### iii) National Magna Carta Memorial

- A Magna Carta garden in St Anne’s with medieval plants
- A piece of commissioned artwork
- A memorial bridge over the river
- Move the fountain in Egham to the Pleasure Ground
- 27 trees to represent each baron, and one royal oak to represent King John.
- A memorial bridge over the A308
- Think forward to the 1000th anniversary now, eg have 8 monuments / trees and space for 2 more.

##### iv) Digital Interpretation

- Use digital media widely
- Digital partnership between Egham Museum and Royal Holloway University
- Digital interpretation to include history, landscape, geology and ecology.

#### 2. Improvements to Existing Facilities

- Egham and Englefield Green need to be tidied and cleaned
- Refurbish Pleasure Gardens; improve cafe and derelict house
- Refurbish Lutyens lodges
- Refurbish the Boathouse
- Thames path needs to be improved



- Ensure elderly/disabled access on paths and from boats
- Landing stage needs improvement
- Keep the integrity of the site (don't lose what we have, preserve it)
- Memorials need to be refurbished
- Restore the pillar at the Lutyens buildings
- Footpaths need to be improved and tidied
- Cattle should be kept away from paths
- Reduce fencing and padlocked gates on the common.

### **3. Amenities**

- Coach parking needs to be available
- Food offer needs to be improved, perhaps have medieval food on offer
- Review the need for CCTV cameras that were installed for 2012 security
- Signposting for routes
- Can all-weather paths be created?
- Park and Ride facilities should be considered
- Better toilet facilities
- More bins

### **4. Highways**

- Public transport operators may need to put on more services
- The speed limit on the A308 creates a safety concern for pedestrians
- The Runnymede roundabout may create congestion

### **5. Events**

The following options were put forward:

- Need to put in place inclusive events for summer and special event for the Queen
- Queen to arrive on Gloriana
- Pageant and water pageant
- Feast to celebrate the event
- Have themed local shows e.g. Egham Royal Show, etc
- Music festival/choir
- Obtain a copy of the Magna Carta
- Medieval fair
- Replicas of barons flags are available for events
- Fireworks
- Beacons
- Filming an international documentary that can be shown on the site and worldwide
- Series of lectures
- Create a new scout/youth badge
- Letterboxing/orienteering/geocaching trail
- Archery contest
- Organise school events
- School living activities

- Liberty – workshops in local schools
- lasting memento for schools
- Bell ringing
- Songs of Praise
- Citizenship service at Royal Holloway
- Play at Strodes College
- Incorporate more history into Magna Carta Day in Egham
- Have a series of outdoor plays, such as Shakespeare's 'King John'.
- Link a baron with each local school
- Dress up volunteers in medieval costume to meet and greet people
- Work with the Arts Society esp. Theatre
- Floats – local tradition.
- Arts Society has a magazine, so circulate to members, musical and jazz groups used
- Drama group at Royal Holloway
- Chertsey – local artists. Many willing volunteers
- Series of lectures on a Citizen Trail
- Horse racing / chariot racing
- Constituted conversation at Cumberland Lodge – branches out beyond local
- Jousting
- Human chain of torches from the Air Force Memorial
- Waitrose development – new artwork
- Performance at the Royal Albert Hall
- Tapestry
- Scouts badge
- Share and coordinate local ideas online

#### Consultees - 4 March 2013

Title	First Name	Surname	Organisation
Cllr	Alan	Alderson	RBC Councillor
Mr.	Peter	Anderson	Runnymede Arts
Mrs.	Mary	Angell	Surrey County Council - Member
Cllr	John	Ashmore	Runnymede Borough Council
Ms	Lyne	Bates	Magna Carta Action Community Group
Mrs.	Rhian	Boast	Surrey County Council
	French	Bros	Landowner
Professor	Justin	Champion	Royal Holloway University of London
Mrs.	Helyn	Clack	Surrey County Council
Cllr	Derek	Cotty	RBC Councillor
Mr.	Nic	Durston	National Trust
Mr.	Mel	Few	Surrey County Council - Member
Mr.	Justin	Fisher	Brunel University
Mr	Peter	Francis	RAF Memorial
Mr.	John	Furey	Surrey County Council - Member
Miss	Marisa	Heath	Surrey County Council - Member
Ms	Jenni	Hill	Runnymede Residents Association

Ms	Susie	Kemp	Surrey County Council
Mr.	Tim	Killen	Englefield Green Village RA
Ms	Margaret	Kirby	Service Manager, Heritage & Arts (OBO Mark Taylor)
Cllr	David	Knight	Runnymede Borough Council
Cllr	Mike	Kusneraitis	Runnymede Borough Council
Mrs.	Yvonna	Lay	Surrey County Council - Member
Cllr.	John	Lenton	Councillor, Windsor and Maidenhead
Cllr	Margaret	Lenton	Councillor, Wraysbury Parish Council
Mr	Malcolm	Loveday	Chertsey Society
Ms	Louise	Martin	Runnymede Hotel, Director of Sales
Cllr	Hugh	Meares	Runnymede Borough Councillor
Mr.	Peter	Milton	Surrey County Council
Mrs	Olivia	Nelson	National Trust
Mr.	Chris	Norman	Surrey County Council - Member
Ms	Aileen	Owen-Davies	Magna Carta Action Community Group
Mr	Jim	Pearcey	Egham Residents Association
Cllr	Nick	Prescot	Runnymede Borough Council
Ms	Jill	Reynolds	Magna Carta Action Community Group
Professor	Nigel	Saul	Royal Holloway University
Dr.	Matthew	Smith	Egham Museum
Mr.	Mark	Taylor	Officer, Windsor and Maidenhead
Mr.	Andrew	Telford	CPRE Runnymede
Ms	Georgina	Terry	Natural England
Ms	Annie	Thomas	JFK Memorial
Mr.	Paul	Thomas	Brunel University
Ms	Anna	Tomkins	Visit Surrey
Cllr	Paul	Tuley	Runnymede Borough Councillor
Mr	Paul	Turrell	Runnymede Borough Council, Chief Executive
Mr.	Clive	Walker	Magna Carta School
Mr.	Adam	Wallace	Natural England
Cllr	Peter	Wardell	Runnymede Borough Councillor
Cllr	Gill	Warner	Runnymede Borough Councillor
Cllr	Nick	Wilson	Runnymede Borough Council
Mr	Nick	Wood-Dow	Chelgate
Mr	Stephen	Zack	Magna Carta Memorial
Mr	Mark	Adams	Egham Chamber of Trade/Commerce
			Open Spaces Society
			Wraysbury Skiff and Punting Club

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